

# CONGRESSIONAL FRIENDS OF THE NATIONAL PARK SERVICE CENTENNIAL NEWSLETTER



March 2016

## Women's History Month

The National Park Service is proud to be the steward of monuments, memorials, and sites throughout the country that educate the public about women's history and commemorate the lives and accomplishments of women.

The [Clara Barton National Historic Site](#) in Maryland recognizes how Clara Barton dedicated her life and energies to help others in times of need - both at home and abroad, in peacetime as well as during military emergencies.

The [Mary McLeod Bethune Council House National Historic Site](#) in the District of Columbia honors the life of Mary McLeod Bethune, who demonstrated the value of education, a philosophy of universal love, and the wise and consistent use of political power in striving for racial and gender equality.

President Harry Truman called Eleanor Roosevelt the "First Lady of the World" as a tribute to her human rights achievements. Her legacy is honored at the [Eleanor Roosevelt National Historic Site](#) in New York.



*Clara Barton circa 1866.*



*Mary McLeod Bethune (left) and Eleanor Roosevelt (center) 1943.*

In our Centennial year, we invite you to visit the multitude of [park sites](#) dedicated to Women's history and culture. You can also view [museum exhibits](#), explore [places associated with women's history](#), learn more through [lesson plans](#), or read in-depth histories and interviews of famous women and how they shaped the United States.

Beyond celebrating Women's History Month, the National Park Service has launched the Heritage Initiative [Telling the Whole Story: Women and the Making of the United States](#) that is increasing interpretation, collaboration with community organizations, and the production of scholarly documentation.

## CALENDAR OF EVENTS

### MARCH 2016

This March we celebrate Women's History. Check your local park for events or visit [www.FindYourPark.com](http://www.FindYourPark.com) and search through the nationwide schedule. The [Find Your Park calendar](#) is continually being updated so keep checking back as new events are added every week.

MARCH 5-6

#### **CALIFORNIA'S CHANNEL ISLANDS FILM PREMIER**

CHANNEL ISLANDS NATIONAL PARK

VENTURA, CA

TALES FROM CALIFORNIA'S CHANNEL ISLANDS.

[WWW.THECIFILM.COM](http://WWW.THECIFILM.COM)

MARCH 7-12

#### **COLONEL CHARLES YOUNG WEEK**

CHARLES YOUNG BUFFALO SOLDIERS NATIONAL MONUMENT

WILBERFORCE, OH

THE NPS, THE NATIONAL PARK FOUNDATION, THE NATIONAL AFRO-AMERICAN MUSEUM AND CULTURAL CENTER, AND OTHER COMMUNITY PARTNERS WILL JOINTLY SPONSOR THE 152<sup>ND</sup> BIRTHDAY CELEBRATION OF COLONEL CHARLES YOUNG.

[WWW.NPS.GOV/CHYO](http://WWW.NPS.GOV/CHYO)

MARCH 10-13

#### **O LONO 'ŌE I PU'UKOHLA**

PU'UKOHOLO HEIAU NATIONAL HISTORIC SITE

KAWAIHAE, HI

A TRADITIONAL MAKAHIKI EVENT FOCUSED ON THE SEASON OF LONO.

[WWW.NPS.GOV/PUHE](http://WWW.NPS.GOV/PUHE)

MARCH 11-13

#### **CENTENNIAL LECTURE SERIES: CANOECOPIA**

APOSTLE ISLANDS NATIONAL LAKESHORE

LAKE SUPERIOR, WI

GET ALL THE INFORMATION YOU WILL NEED TO PLAN YOUR 2016 PADDLE TRIP TO THE APOSTLE ISLANDS.

[WWW.NPS.GOV/APIS](http://WWW.NPS.GOV/APIS)

MARCH 19

#### **ZION SPRING BREAK INSTAMEET**

ZION NATIONAL PARK

SPRINGDALE, UT

BRING YOUR SMARTPHONE OR CAMERA AND TAKE BEAUTIFUL PHOTOS ALONG THE PA'RUS TRAIL.

[WWW.NPS.GOV/ZION](http://WWW.NPS.GOV/ZION)

MARCH 20 – APRIL 17

#### **NATIONAL CHERRY BLOSSOM FESTIVAL**

NATIONAL MALL AND MEMORIAL PARKS

WASHINGTON, DC

CELEBRATE THE ENDURING FRIENDSHIP BETWEEN THE PEOPLE OF JAPAN AND THE UNITED STATES. AND WELCOME SPRING WITH THE BEAUTY OF THE CHERRY BLOSSOMS!

[WWW.NPS.GOV/CHERRY](http://WWW.NPS.GOV/CHERRY)

MARCH 23

#### **EVERY KID IN A PARK EVENT**

MAGGIE L. WALKER NATIONAL HISTORIC SITE

RICHMOND, VA

COME VISIT WALKER'S HOME AND JOIN LOCAL 4<sup>TH</sup> GRADERS FOR EVENTS FOR KIDS!

[WWW.NPS.GOV/MAWA](http://WWW.NPS.GOV/MAWA)

MARCH 26

#### **BIG BEND CENTENNIAL SHOWCASE**

BIG BEND NATIONAL PARK

THE BIG BEND OF THE RIO GRANDE, TX

CELEBRATE THE CENTENNIAL AND MEET THE RANGERS, STAFF, AND SCIENTISTS OF THE PARK.

[WWW.NPS.GOV/BIBE](http://WWW.NPS.GOV/BIBE)

# FIND YOUR PARK

FINDYOURPARK.COM

# NPS Certifies 2015 Visitation at 307 Million

## Reports Annual Top 10 Lists and Other Highlights



Visitors exploring a glacier in Glacier Bay National Park & Preserve, Alaska

In 1904, the same year Theodore Roosevelt won re-election, rangers started counting national park visitors. There were more than 120,000 visits to America's 11 national parks in the first year of counting. Last month, the National Park Service certified [2015 national park visitation](#) at more than 307 million. It also released its popular [Top 10 list of the most visited national park sites](#).

"The popularity of national parks is well-known, but last year's numbers really are extraordinary," said National Park Service Director Jonathan B. Jarvis. "As the NPS celebrates its [100th year](#), we're preparing to welcome more visitors than ever including a new generation of park supporters and advocates who are [discovering](#) their own national park adventures."

2015 visitation highlights include:

- 307,247,252 recreation visits, a 4.9 percent increase over 2014 and the previous record of 292.8 million recreation visits.
- 371 of the 410 parks in the National Park System report visitation.
- 57 of the 371 reporting parks set a new record for annual recreation visits. Eleven parks had more than 5 million recreation visits in 2015.

Top 10 of all units of the National Park System:

1. Blue Ridge Parkway - 15,054,603
2. Golden Gate National Recreation Area - 14,888,537
3. Great Smoky Mountains National Park - 10,712,674
4. Lincoln Memorial - 7,941,771
5. Lake Mead National Recreation Area - 7,298,465
6. George Washington Memorial Parkway - 7,286,463
7. Gateway National Recreation Area - 6,392,565
8. Natchez Trace Parkway - 5,785,812
9. Vietnam Veterans Memorial - 5,597,077
10. Grand Canyon National Park - 5,520,736

# Share Your Story with Social Media

Guidance on Social Media and #FindYourPark



We're inviting the American people to find their "park" and discover the work the National Park Service does every day to help protect some of our country's most special places and resources. Through the Find Your Park public awareness campaign, we are reaching out to a new generation of park supporters, helping them discover and define "park" in their own ways.

We need your help to encourage your constituents to learn more about what the national parks have to offer! You can use your social media channels to share information about the NPS and the #FindYourPark campaign. You can also support this effort by sharing your own park stories on FindYourPark.com and EncuentraTuParque.com.

## National Park Service on Social Media

Twitter: [@natlparkservice](https://twitter.com/natlparkservice)

Facebook: [www.facebook.com/nationalparkservice](http://www.facebook.com/nationalparkservice)

Instagram: [@nationalparkservice](https://www.instagram.com/nationalparkservice)

Flickr: [www.flickr.com/nationalparkservice](http://www.flickr.com/nationalparkservice)

Photo resource: [www.nps.gov/media/multimedia-search.htm](http://www.nps.gov/media/multimedia-search.htm)

## Find Your Park Campaign

[findyourpark.com](http://findyourpark.com)

[EncuentraTuParque.com](http://EncuentraTuParque.com)

## Hashtags

#NPS100

#FindYourPark

## Sample Messaging for Social Media

Please feel free to add your own photos from your visits to National Park locations across the country or your state. Photos tagged with #FindYourPark on Twitter and Instagram can be featured on the FindYourPark.com website during the campaign.

## Sample Social Media

- How did you find your favorite National Park? Share your story at FindYourPark.com! #FindYourPark
- Help America find a park! Share a photo of your favorite national park and tag it #FindYourPark
- Why do you love INSERT PARK NAME? Share your favorite photo/story at FindYourPark.com! #FindYourPark
- #DYK @NatlParkService turns 100 this year? Help celebrate by sharing your NPS photos & stories at FindYourPark.com #FindYourPark #NPS100



# Share Your Story with Social Media

Guidance on Social Media and #FindYourPark



## Sharing Your Story on FindYourPark.com and EncuentraTuParque

As elected officials, you can help boost our effort by sharing your own park stories. Your story can be about your favorite park, how you found it, or a defining moment you had there. You can share what a park means to your family and your community with a video, a photo, a story, a painting, a song – whatever medium suits you best

- Videos should be relatively short--anywhere from 30 sec. to 2 mins.
- If possible, film in your selected park (federal/state/local) and underscore the value of public lands for everyone.
- Please include a reference to the 100th anniversary year of the National Park Service and our invitation to, "Find Your Park!"



## Don't have any pictures on hand? Check out the NPS Centennial Media Quality Photo Gallery

Compelling photography has contributed to the creation of the NPS and the preservation of America's most special places since artists first began capturing images of Yosemite and Yellowstone in the early 19<sup>th</sup> century.

Explore this gallery to find high-resolution images that represent the unique character of our parks and the work we do to protect them for the next generation of park, visitors, supporters, and advocates. You can search for topics, parks, or NPS programs.

All the images in this collection are in the public domain and free to use!

<http://www.nps.gov/subjects/centennial/media-quality-gallery.htm>

# NPS Partners with Google Cultural Institute

## Discover Hundreds of National Park Collection Items

The NPS has partnered with Google to feature hundreds of historically and culturally significant NPS objects online in the [Google Cultural Institute](#).

The Google Cultural Institute uses technologies similar to Google's Street View to provide 360-degree views on Google Maps of locations around the world—to photograph and virtually map important artifacts, photos, records and works of art to share important material with global audiences and digitally preserve them for future generations.

The NPS is home to one of the world's largest museum systems. Over 380 park museums, 45 million objects, and 76,000 linear feet of archives help tell powerful stories of America's land, people, and significant events and ideas that continue to inspire the world.

In celebration of the centennial, the "One Object from Every Park" virtual exhibit features one museum object from each of the national park museum collections. Park and center staff selected an iconic image of one object to represent the park's or center's museum collections. Each object image is accompanied by a caption, which describes the significance of the object/item and why the park chose it to represent their park's museum collection.

Visitors to the [National Park Service "channel"](#) will be able to view more than 3,800 works of art, artifacts and records, as well as a Centennial Virtual Exhibit, which features a significant museum object from over 350 national park sites. Users can also [build their own collections](#) to share or take virtual, panoramic tours of eminent Americans' homes.

For more information about the Google Cultural Institute, visit <https://www.google.com/culturalinstitute/u/0/home>

The screenshot displays the Google Cultural Institute interface for the National Park Service Centennial One Object Exhibit. On the left, there is a sidebar with filters for 'CREATED BY', 'EVENT', 'PLACE', 'PERSON', 'MEDIA TYPE', and 'DATE'. The main area shows a grid of exhibit items, each with a thumbnail image and a caption. The items include:

- Saint Barbara Statue
- Sibley Tent (1857)
- George Washington's Office Tent
- Sioux Beaded Buckskin Dress
- Carbide Lamp
- Short-Handled Hoe
- Medal of Honor awarded to Private John F. Chase
- Carving (Alaskan Eskimo)
- Maui (Sculpture)
- The Gettysburg Farm (May 1967)
- Catlinite Pipe and Ash Wood Stem
- Green River Cliffs by Moonlight
- One of the Lily Ponds at Kenilworth Aquatic Gardens
- Onion Shaped Bottle from

At the bottom of the interface, there are navigation options: 'Share', 'Compare', and 'Saved'. The Google logo is visible in the bottom right corner.

## Centennial Event of the Month

Each month this section highlights a park or program Centennial event. Centennial events can be small and intimate, such as a kids program in the local community, or grand, such as a concert or a naturalization ceremony. Either way, the options are endless with more events being added to the calendar every day. Check the [Find Your Park website calendar](#) or your [local park calendar](#) for events near you.

### The Philadelphia Flower Show

Join [Independence National Historical Park](#) for the [Philadelphia Flower Show](#) to celebrate the Centennial. The show, which runs March 5-13, will include many exciting national park-related programs and exhibits.

The show will include over 10 acres of exhibits inspired by national parks, heritage areas, and trails, along with a **Find Your Park** pavilion staffed by park rangers and volunteers. At the pavilion, NPS Rangers from nearby national parks, parks from as far away as [Joshua Tree National Park](#) in California, and parks as small as [Lincoln Boyhood National Memorial](#) in Indiana, will present unique programs and interact with visitors.



*Courtesy of the Pennsylvania Horticultural Society*

In addition, through webcasts, we will invite visitors to join rangers for walks and talks in parks across the country to see firsthand some of what our national parks have to offer.



The Flower Show will also have a lot for young visitors. While at the show, children will be able to participate in a new version of the popular NPS Jr. Ranger program, earning the Junior Ranger Centennial badge. On March 13, the Philadelphia Horticultural Society will offer all 4<sup>th</sup> graders free entry into the show to highlight the [Every Kid in a Park](#) initiative.

Event dates: March 5 - 13, 2016.  
Pennsylvania Convention Center  
Philadelphia, PA

More information is available at the Independence National Historical Park website:  
<http://www.nps.gov/inde/planyourvisit/philadelphiaflowershow.htm>

# “Lift Every Voice”

*A Play that Connects Kids to Black History and National Parks*



The National Park Service’s Midwest Region and the Bright Star Traveling Theater have partnered to present an original play for the NPS Centennial. *Lift Every Voice: The Black Experience in the Heartland* takes children on a journey that connects them with black history themes and places, including several Midwest national parks.

The two-person play stars actors Aiesha Dukes and Mike Cantrell, with an array of true to life characters, including the enslaved Dred Scott, U.S. Deputy Marshall Bass Reeves, and Central High student Elizabeth Eckford. *Lift Every Voice* will be performed at or near over 17 Midwest parks in 2016, including schools, theaters and community centers.



For more information please contact Jim Heaney at 417-325-4151.



## FOR MORE INFORMATION...

Who else is a Congressional Friend of the National Park Service Centennial? You can find a full list of Friends on the [NPS Office of Legislative and Congressional Affairs](#) and the [NPS Centennial](#) websites. Know a colleague who may be interested? See our contact below:

Susan Farinelli  
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202-208-7676  
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